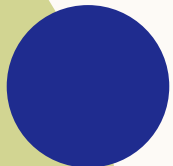


# **Basic Tips for Bulk Email Communication**

# ADVANTAGE OVER A BUSINESS

You have an email list already and partially engaged audience. You don't need business tricks to build a list. You do need to get people to read and take in the information.



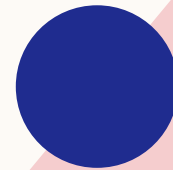


# **USE AN EMAIL SERVICE**

Helps avoid spam and gives valuable information for improving your future emails.

# **REAL BENEFITS**

Construct the message(s) to show benefits to the reader rather than how it benefits the parish or school.





# **STRATEGICALLY TIME YOUR EMAILS**

Send emails out when they have the best chance of being opened.



# **USE CREATIVE SUBJECT LINES**

First thing readers see.  
Be familiar, catchy, and informing.  
Avoid gimmicks and click-bait.



# DESIGN MATTERS

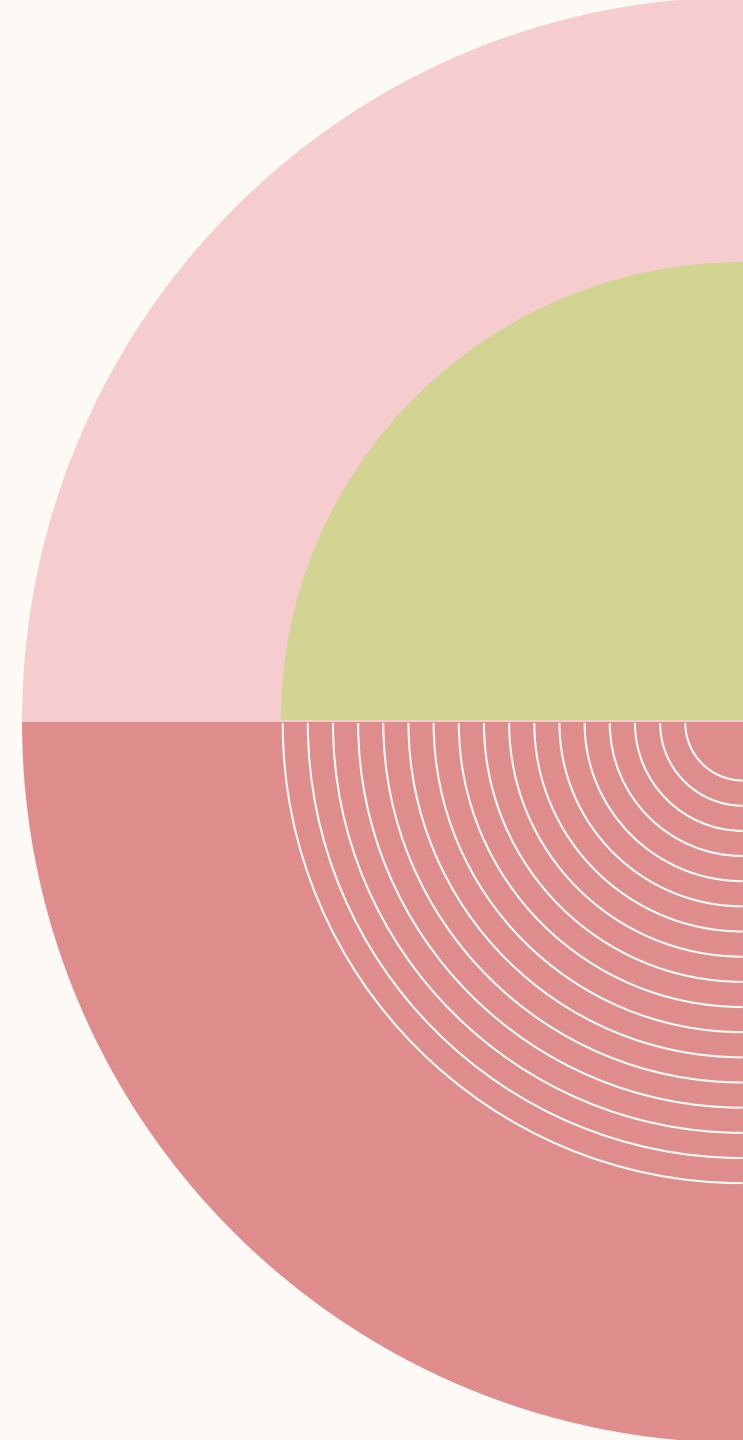
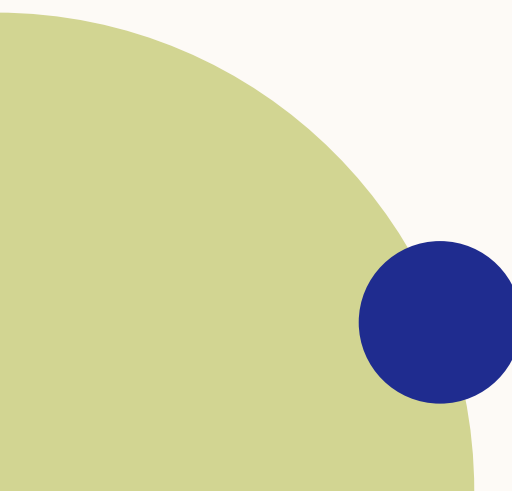
It's not so much how pretty something looks (though that's a part of it). But rather, good design is how **well** something works. Is it easy to read? Is it visually appealing? Does it elicit emotion?

Limit the hoops!

Remember most readers will be on mobile devices.

# **SIMPLICITY RULES**

Have a single purpose! Information in long newsletters gets lost, unread, or forgotten.





# HOW CAN WE KEEP NEWSLETTERS SHORT?

Depending on your platform, can you

- Create a table of contents?
- Create links to webpages or PDFs?
- Create departmental emails?



# **PROOF AND FACT CHECK**

Double check accuracy of times and dates, make sure all links are working, and use a style guide.



# **LINKS, LINKS, LINKS**

Create opportunities to track activity/interaction in your emails.

# **FOLLOW THE DATA**

There are several tools out there that allow you to create tracking links and view analytics for your mass email campaigns.

Review and analyze.  
Make changes when needed.